USA Petroleum Corporation

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INTER-COMPANY CORRESPONDENCE

TO: **All Locations**

FROM: Bob Zitkovich

DATE: December 17, 1997

SUBJ: ***Winston No Bull 5***

Winston 'No Bull' Cigarettes will tie in with the Winston Nascar Cup Racing for a 1998 promotion. Winston will be giving away $10 million during 1998. $5 million will go to 5 different Winston 'No Bull' customers and the other $5 million will go to 5 Winston Nascar drivers/winners.

Nascar racing is the fastest growing sport in America and is very popular among smokers. Our only requirement for participation in this promotion is to utilize P.O.S. During the week of Dec. 19, 1997 you will receive the following:

1 - 'No Bull' Ballot Box
1 - Rules Dangler
50 - Tear Pad
50 - Ballots

In addition, you will receive from your RJR rep., the following:

'No Bull' Banner
Poster
Easel Card
Ballots

Make sure you set up the ballot box for your customers. In order for the customers to win, he/she must fill out the ballot and mail them to the address listed on the ballot. Each customer must mail the ballots themselves. Do not mail ballots for your customers.

This promotion is year long so you will receive additional and different P.O.S. throughout the year. The dates and events are as follows:

Date	Race
2/15/98	Daytona
5/24/98	Charlotte
8/02/97	Indy
9/06/97	Darlington
10/11/98	Talladega

Nascar is big, Winston 'No Bull' is the fastest growing cigarette in years, so lets get behind this promotion. Work with your RJR reps and give them full support.

If you have any questions, please contact your supervisor.

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CC:

M. Conant	M. Geary	J. Moses	D. Corona	A. Chu
A. Arias	J. Berry	J. Carreri	J. Hartley	R. Haskins
R. Hughes	R. Ibarra	G. Kevert	B. Kennedy	T. MacDonald
J. Mauzo	M. Manoccuddia	R. Schroder	I. Schwartz	S. Snyder

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P. 3/4

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